Telemarketing Campaign Project

Project Deliverables

You will be required to provide the following deliverables.

- A python notebook with your solution.

Instructions

Background Information

A telemarketing campaign was done by a certain bank to make customers familiar with new products. The goal of this campaign was eventually to have those existing customers purchase the new products.

Problem Statement

As a data scientist, you have been tasked to study some past telemarketing campaign data to better identify various groups of customers. Using the given dataset, perform customer segmentation and provide general insights about the different groups of customers.

You can use the following guiding template [Link].

Dataset

Dataset URL = https://bit.ly/BankTeleDs

Dataset Glossary = https://bit.ly/BankTeleDsGlossary

Acknowledgement

UCI ML Repository: https://bit.ly/3jGKBCG